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The 2018 Winter Olympic Games in Pyeongchang: In between a mega sporting event and a mega construction project



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OUTLINE

- 1. The 2018 Pyeongchang Winter Olympics**
- 2. Olympic Agenda 2020**
- 3. The Olympics / Development Industry Complex**
- 4. The Winter Olympics as a Construction Project**
- 5. Who is winning the Games?**
- 6. Implications**

1. The 2018 Pyeongchang Winter Olympics

A Sporting Spectacle for Two Weeks



16 Years of Preparation: Third Time Lucky?

Candidate City for 2010, 2014, and 2018 Winter Olympics

1. The 2018 Pyeongchang Winter Olympics (cont.)

Critical reflection

- Mega-Event Syndrome:

“There are common dynamics that plague mega event planning everywhere in the world (Müller, 2015).”

- Four Knowns of Sport Mega Events (Horne, 2007)

- Mega-Event Scepticism in South Korea (Lee, 2017)



2. Olympic Agenda 2020

Recommendation 1

The IOC to allow, for the Olympic Games, the organisation of entire sports or disciplines outside the host city or, in exceptional cases, outside the host country notably for reasons of geography and sustainability (IOC, 2014, p. 9).



2. Olympic Agenda 2020 (cont.)

Co-hosting the Winter Olympics

Three suggestions:

- Pyeongchang and Nagano
- North and South Korea
- Multiple locations in South Korea

1



Nagano
bobsleigh-luge park



2



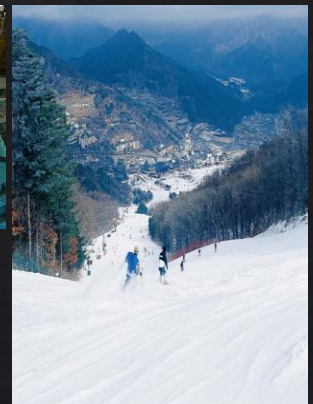
Masikryung
Ski Resort in
North Korea



3



Pyeongchang,
Seoul and Muju



3. The Olympics / Development Industry Complex



Central Government

Budget Provision
(Local Development)
General Election



Local Government



Favorable Offer
Lobby



Construction Companies

Favorable Offer
Lobby

4. The Winter Olympics as a Construction Project

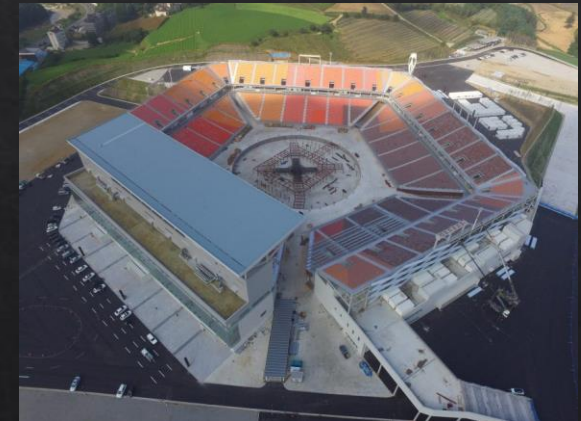
Construction Cost for Key Olympic facilities

Olympic Sliding Centre: \$ 107,254,000

Alpensia Ski jumping Centre: \$ 50,102,000

Gangneung Olympic Park: \$ 344,792,000

PyeongChang Olympic Plaza: \$ 88,360,000



4. The Winter Olympics as a Construction Project (cont.)

Construction Cost for Key Infrastructure

Olympic motor way \$ 792,420,000

Local road network: \$441,330,000

High-speed rail network: \$3,535,716,000

Alpensia Resort: \$1,582,584,000



4. The Winter Olympics as a Construction Project (cont.)

Jeongseon Alpine Centre

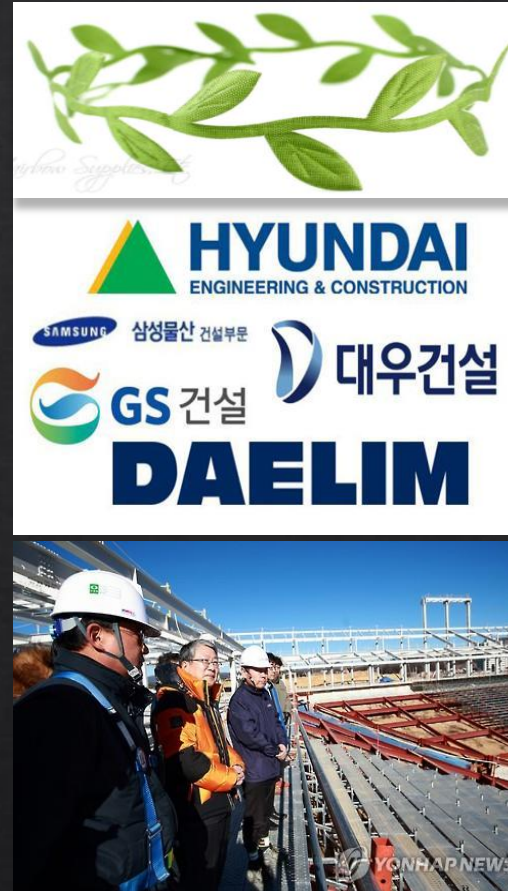
Construction Cost \$ 194,016,000

Environmental Cost: 500 year-old primeval forest

Restoration Cost: \$ 94,000,000 (estimated)



5. Who is winning the Games?



6. Implications

- The mega-event syndrome: Few sustainable legacies
- The revelation of 'Unknown Known'
- The tensions between the central and local governments
- The Olympics as the mega construction projects

